

Message Text

UNCLASSIFIED

PAGE 01 OTTAWA 04811 082218Z

ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 CIAE-00 INR-07 NSAE-00

PA-02 USIA-15 PRS-01 SP-02 TRSE-00 L-03 /050 W

-----090417Z 122145 /15

R 082215Z JUN 77

FM AMEMBASSY OTTAWA

TO SECSTATE WASHDC 3739

UNCLAS OTTAWA 04811

E.O.11652:N/A

TAGS: EIND, EINV, CA

SUBJECT: WESTINGHOUSE TRADEMARK

REF: OTTAWA 4313

1. PRESS REPORTS "SURPRISE" ANNOUNCEMENT BY WCI CANADA LTD. THAT WESTINGHOUSE ELECTRIC CORP. OF PITTSBURGH HAS ASSIGNED TO IT, EFFECTIVE JULY 1, 1977, ALL OWNERSHIP INTEREST IN WESTINGHOUSE TRADEMARK AND TRADE NAME FOR MAJOR APPLIANCES IN CANADA. WCI HAD PREVIOUSLY APPLIED FOR REGISTERED USER STATUS IN CANADA BUT CANADIAN APPLIANCE MANUFACTURING CO. (CAMCO) HAD CHALLENGED WCI'S RIGHT TO USE TRADEMARK SINCE IT HAD PURCHASED WESTINGHOUSE CANADA'S PLANT AND INVENTORY. IF PRESS REPORT IS TRUE, WCI CANADA IS NOW OUTRIGHT OWNER OF NAME AND TRADEMARK.

2. DEPARTMENT OF CONSUMER AND CORPORATE AFFAIRS OFFICIAL (METCALFE) CONFIRMED THAT WCI HAS WITHDRAWN ITS FEDERAL COURT ACTION THAT OPPOSED CAMCO'S INTERVENTION WITH REGISTRAR OF TRADEMARKS, BUT SAID THAT NO NOTIFICATION OF CHANGE IN TRADEMARK'S OWNERSHIP HAD YET BEEN RECEIVED, AND EVEN IF IT CAME THIS WEEK, HE WAS HIGHLY DOUBTFUL THAT PROCESSING AND RECORDING OF TRADEMARK WOULD BE ACCOMPLISHED BY JULY 1, 1977, DATE ON WHICH WCI HAS UNCLASSIFIED

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ANNOUNCED IT PLANS BEGIN MARKETING OF WCI-WESTINGHOUSE APPLIANCES.

3. METCALFE SPECULATED THAT THERE IS PROBABLY MORE BEHIND MOVE THAN REPORTED IN PRESS AND THAT BEHIND-THE-SCENES AGREEMENT MOST LIKELY REACHED BETWEEN WCI, WESTINGHOUSE AND CAMCO. IN ANY CASE, HE SAID, IF WCI NOW OWNS

TRADE NAME AND TRADEMARK, REGISTRAR WILL PROBABLY PROCESS
AND RECORD CHANGE OF OWNERSHIP ALTHOUGH UNTIL THIS IS
DONE, THERE IS ALWAYS POSSIBILITY OF CHALLENGE. ENDERS

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: BUSINESS FIRMS, TRADEMARKS
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Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770205-0409
Format: TEL
From: OTTAWA
Handling Restrictions: n/a
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Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
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Previous Handling Restrictions: n/a
Reference: 77 OTTAWA 4313
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 08-Nov-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2229780
Secure: OPEN
Status: NATIVE
Subject: WESTINGHOUSE TRADEMARK
TAGS: EIND, EINV, CA, US, WESTINGHOUSE ELECTRIC CORP, WCI CANADA LTD
To: STATE
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/5e85a182-c288-dd11-92da-001cc4696bcc
Review Markings:
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